

# Neil A Morgan

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/3532097/publications.pdf>

Version: 2024-02-01

42  
papers

8,910  
citations

136950

32  
h-index

276875

41  
g-index

43  
all docs

43  
docs citations

43  
times ranked

4156  
citing authors

#	ARTICLE	IF	CITATIONS
1	Benchmarking Marketing Capabilities for Sustainable Competitive Advantage. <i>Journal of Marketing</i> , 2005, 69, 80-94.	11.3	1,050
2	Market orientation, marketing capabilities, and firm performance. <i>Strategic Management Journal</i> , 2009, 30, 909-920.	7.3	1,050
3	Antecedents of Export Venture Performance: A Theoretical Model and Empirical Assessment. <i>Journal of Marketing</i> , 2004, 68, 90-108.	11.3	819
4	Firm-Level Export Performance Assessment: Review, Evaluation, and Development. <i>Journal of the Academy of Marketing Science</i> , 2000, 28, 493-511.	11.2	591
5	A Configuration Theory Assessment of Marketing Organization Fit with Business Strategy and Its Relationship with Marketing Performance. <i>Journal of Marketing</i> , 2003, 67, 100-115.	11.3	524
6	Marketing and business performance. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 102-119.	11.2	398
7	The Value of Different Customer Satisfaction and Loyalty Metrics in Predicting Business Performance. <i>Marketing Science</i> , 2006, 25, 426-439.	4.1	375
8	Assessing Performance Outcomes in Marketing. <i>Journal of Marketing</i> , 2016, 80, 1-20.	11.3	368
9	Export marketing strategy implementation, export marketing capabilities, and export venture performance. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 271-289.	11.2	333
10	“Greening” the marketing mix: do firms do it and does it pay off?. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 151-170.	11.2	325
11	Linking marketing capabilities with profit growth. <i>International Journal of Research in Marketing</i> , 2009, 26, 284-293.	4.2	304
12	Consumer-Based Brand Equity and Firm Risk. <i>Journal of Marketing</i> , 2009, 73, 47-60.	11.3	248
13	Experiential and Informational Knowledge, Architectural Marketing Capabilities, and the Adaptive Performance of Export Ventures: A Cross-National Study. <i>Decision Sciences</i> , 2003, 34, 287-321.	4.5	246
14	Marketing productivity, marketing audits, and systems for marketing performance assessment: integrating multiple perspectives. <i>Journal of Business Research</i> , 2002, 55, 363-375.	10.2	191
15	Understanding Firms’ Customer Satisfaction Information Usage. <i>Journal of Marketing</i> , 2005, 69, 131-151.	11.3	186
16	Marketing Department Power and Firm Performance. <i>Journal of Marketing</i> , 2015, 79, 1-20.	11.3	168
17	Reexamining the Market Share–Customer Satisfaction Relationship. <i>Journal of Marketing</i> , 2013, 77, 1-20.	11.3	156
18	Focal supplier opportunism in supermarket retailer category management. <i>Journal of Operations Management</i> , 2007, 25, 512-527.	5.2	148

#	ARTICLE	IF	CITATIONS
19	Is Retail Category Management Worth the Effort (and Does a Category Captain Help or Hinder)? Journal of Marketing, 2011, 75, 18-33.	11.3	137
20	Research in marketing strategy. Journal of the Academy of Marketing Science, 2019, 47, 4-29.	11.2	127
21	Firm capabilities and growth: the moderating role of market conditions. Journal of the Academy of Marketing Science, 2017, 45, 76-92.	11.2	117
22	Marketing Capabilities in International Marketing. Journal of International Marketing, 2018, 26, 61-95.	4.4	108
23	The marketing planning process: Behavioral problems compared to analytical techniques in explaining marketing plan credibility. Journal of Business Research, 1994, 29, 167-178.	10.2	103
24	The Effect of Brand Acquisition and Disposal on Stock Returns. Journal of Marketing, 2012, 76, 38-58.	11.3	100
25	Do managers know what their customers think and why?. Journal of the Academy of Marketing Science, 2017, 45, 37-54.	11.2	91
26	The impact of product market strategy-organizational culture fit on business performance. Journal of the Academy of Marketing Science, 2011, 39, 555-573.	11.2	90
27	Strategic goal accomplishment in export ventures: the role of capabilities, knowledge, and environment. Journal of the Academy of Marketing Science, 2018, 46, 109-129.	11.2	79
28	How marketing capabilities and current performance drive strategic intentions in international markets. Industrial Marketing Management, 2019, 78, 108-121.	6.7	69
29	Relationships between Sales Management Control, Territory Design, Salesforce Performance and Sales Organization Effectiveness. British Journal of Management, 1999, 10, 95-111.	5.0	66
30	An Assessment of the Exporting Literature: Using Theory and Data to Identify Future Research Directions. Journal of International Marketing, 2018, 26, 118-143.	4.4	64
31	Which Competitive Advantage(s)? Competitive Advantageâ€œMarket Performance Relationships in International Markets. Journal of International Marketing, 2017, 25, 25-49.	4.4	59
32	Competitive Advantage, Quality Strategy and the Role of Marketing. British Journal of Management, 1996, 7, 231-245.	5.0	41
33	Upper echelons research in marketing. Journal of the Academy of Marketing Science, 2021, 49, 198-219.	11.2	37
34	Product quality alignment and business unit performance. Journal of Product Innovation Management, 2001, 18, 396-407.	9.5	28
35	The criticality of CMO-CIO alignment. Business Horizons, 2017, 60, 313-324.	5.2	19
36	The Business Performance Outcomes of Market Orientation Culture and Behaviors. Review of Marketing Research, 2018, , 255-282.	0.2	18

#	ARTICLE	IF	CITATIONS
37	The impact of unprofitable customer management strategies on shareholder value. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 246-269.	11.2	16
38	Outside-in marketing: Renaissance and future. <i>Industrial Marketing Management</i> , 2020, 89, 98-101.	6.7	15
39	Researching marketing capabilities: reflections from academia. <i>AMS Review</i> , 2019, 9, 381-385.	2.5	14
40	Marketing performance assessment and accountability: Process and outcomes. <i>International Journal of Research in Marketing</i> , 2022, 39, 462-481.	4.2	13
41	Marketing Capabilities for B2B Firms. , 2012, , .		12
42	Commentary on Shelby Hunt's "The theoretical foundations of strategic marketing and marketing strategy: foundational premises, R-A theory, three fundamental strategies, and societal welfare". <i>AMS Review</i> , 2015, 5, 91-97.	2.5	4